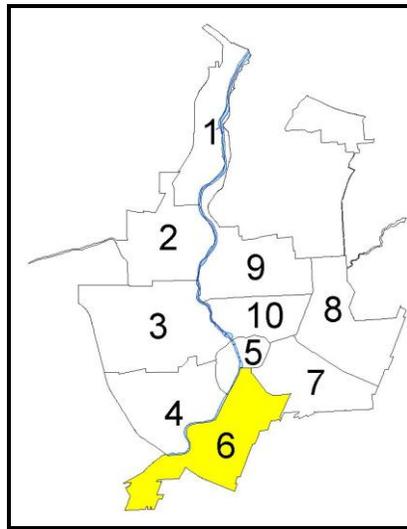
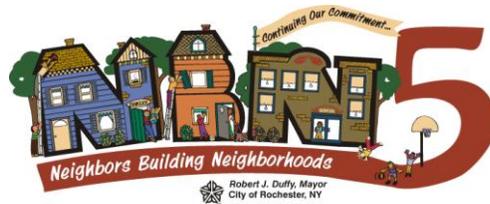


City of Rochester  
Neighbors Building Neighborhoods

# SECTOR SIX

## Sector Action Plan



Department of Community Development  
Bureau of Planning

Spring 2009

## **Sector 6**

### **“The Roots of the Flower City”**

Sector Six Neighborhoods:

Azalea

Highland Park (Ellwanger - Barry)

Lilac

South Wedge

Swillburg

Upper Mount Hope (Strong)



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# Planning Process Introduction

The Neighbors Building Neighborhoods (NBN) planning process, a nationally recognized model, is a collaboration between the City of Rochester, the NBN Sector Groups, citizens and many community partners. Since the inception of the NBN Process in 1993, the efforts of our citizens, community stakeholders and City Administration have helped to achieve the sector action plan goals and vision for our community.

In 2009 sector committees throughout the City will complete the fourth set of action plans since the inception of NBN. Since concluding implementation of the NBN3 plans in 2005, the City's Bureau of Planning worked with community stakeholders to complete a ten-year evaluation of the NBN planning process, 10NBN – A Participatory Evaluation Process; the evaluation findings can be found in the PEP Evaluation Report. This report laid the foundation for a revitalized citizen planning process which led to the action plan included in this document.

A reconstituted and restructured NBN Process has been put in place intended to serve as the vehicle for a comprehensive citizen planning process supported by a unified Bureau of Planning and Neighborhood Initiatives. The objective of a restructured planning effort is to develop a simplified process to update the Comprehensive Plan and the ten NBN Sector action plans.

Components of the renewed NBN process include revising the NBN sector committee membership structure to improve representation among neighborhoods, populations, civic groups and commercial interests within each sector. Revisions include the recruitment of new sector leadership in all sectors and the participation of youth on sector committees. As we move forward with these plans it will be important not only to ensure that these plans are implemented but to also measure the impact these action plans have on the community.

Each sector action plan includes: a current vision statement for their area; an updated committee members list; an inventory of the sector area community assets; an action plan chart that details the activities the city, sector and other partners will be engaged in over the 18 month implementation phase; and some potential indicators that will be used to assess the impact the action plan has on the community.

# Measuring for Impact – Sector Six

Since the inception of the NBN planning process, plan implementation has been tracked to assist the community in staying on task and to create a record of the assets used in completing the action plans. The Bureau of Planning developed an information management system – a plan tracking database – that provided valuable information in evaluating the effectiveness of NBN regarding the completion of tasks and use of community and City resources; a measure of the community effort around NBN. In order to evaluate the true effectiveness of the action plan however, sector planning committees have been asked to provide potential indicators that will show whether plan implementation is having the desired impact on the community. In developing these indicators sectors have been asked to consider four components: is there a link between the goal and the indicator; is the indicator measurable; does the indicator measure results, not efforts; and is the indicator understandable and accepted by the community?

When viewed in concert with the administration's strategic priorities, the Sector Six action plan is complimentary with the priorities of Public Safety (Goal #1), Education (Goal #6), Economic Development (Goal #2 and Goal #3), and Customer Service (Goal #4). Sector committee members consult with City staff as part of the planning process to ensure coordination on activities, where appropriate.

In order to gauge impact, the indicators listed by goal below, are being considered by Sector Six:

## **Goal #1: Public Safety Communication**

- Public Safety personnel at Sector 6 meetings
- Community participation at Police Academy and PACTAC; PCIC meetings

## **Goal #2: Increase Commercial Activity**

- Work with business associations to determine activity level
- Commercial vacancies
- Number of new businesses

## **Goal #3: Improve Value and Appearance of Properties**

- Property complaints received at NSC
- Housing sales/ relative to market

**Goal #4: Increased ability of Sector 6 to plan around community/land use**

- Formal community (Sector 6) response to all major developments
- Inventory of development sites

**Goal #5: Expand opportunities for community participation**

- Meliora Days – increase participation
- Number of block clubs and neighborhood associations
- Attendance at NBN meetings

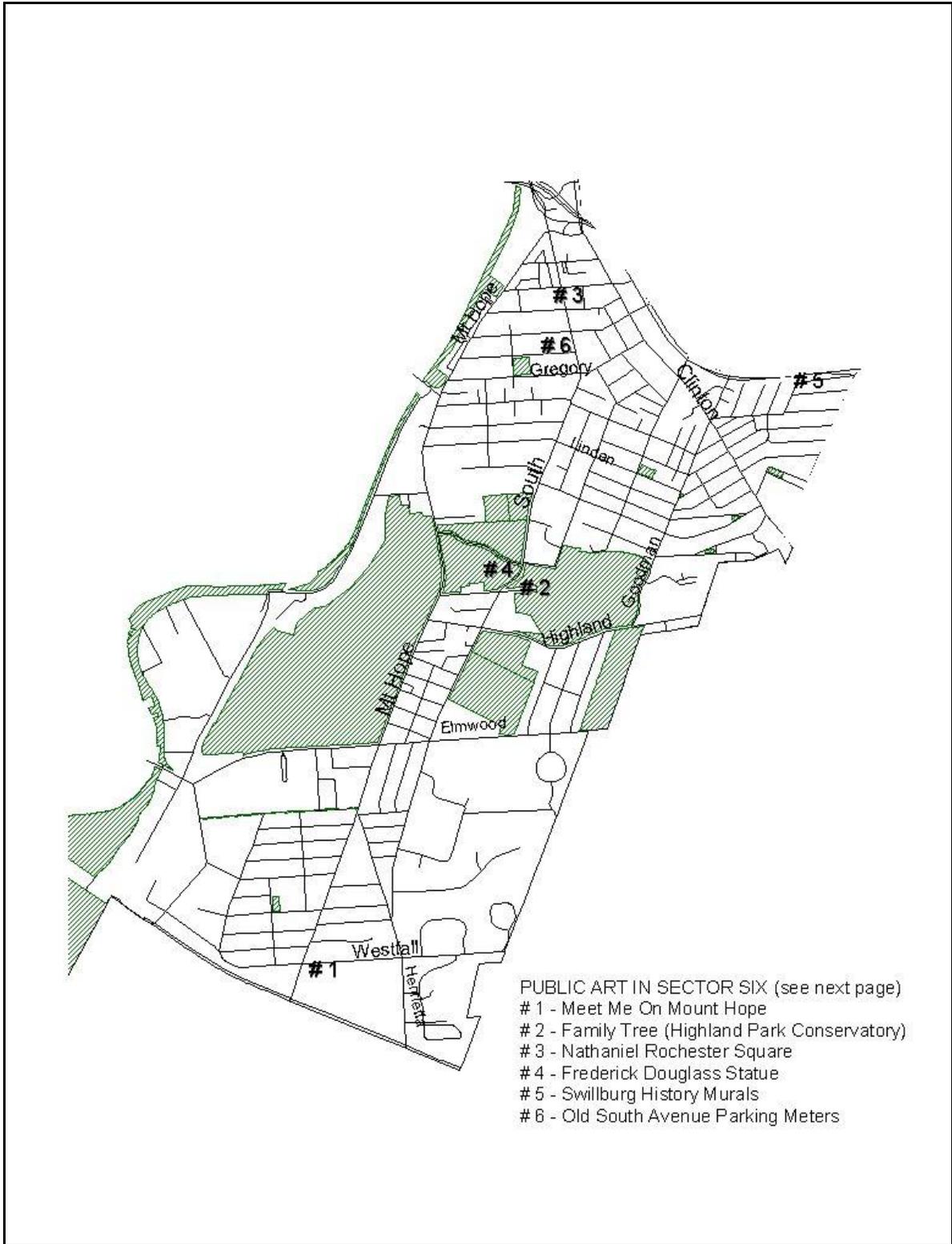
**Goal #6: Provide positive opportunities for youth**

- Attendance at recreation centers
- Youth participation in community events

**Goal #7: Increase Green initiatives in sector 6**

- Number of people using recycle bins
- Green State of the Sector event

# City of Rochester NBN Sector 6 Area



# Public Art in Sector 6



#1 Mount Hope Avenue



#2 Highland Park Conservatory



#3 South and Alexander



#4 Highland Park



#5 Pembroke Street



#6 Along South Avenue

# Sector 6 Vision Statement

**Sector 6 is rooted in the same rich soil where the Ellwanger and Barry nurseries flourished. Steeped in Rochester tradition, our southeast community is conscious of its past and confident of its future.**

- **We envision a welcoming community where diversity is counted an asset, and where neighbors care for each other.**
- **Engaged in the work of building community, we know the importance of nurturing our children, conserving our unique housing stock, and encouraging local businesses.**
- **We cherish our parks, river, cemetery, and canal. We strive to echo that garden environment in our neighborhoods. But we also strive to create neighborhoods that are as safe as they are beautiful.**
- **Healthy neighborhoods need healthy families, and we work to provide assistance to all our citizens in need.**

## SECTOR 6 COMMITTEE STRUCTURE

<b>COMMITTEE MEMBER</b>	<b>SECTOR AFFILIATION</b>
<b>David Chappius (Sector Leader)</b>	<b>Swillburg Neighborhood</b>
<b>Roger Ramsay (Sector Co-Leader)</b>	<b>Highland Park Neighborhood</b>
<b>Matt Purdue (Treasurer)</b>	<b>Swillburg Neighborhood</b>
<b>Joan Gray-Lindberg (Secretary)</b>	<b>Lilac Neighbors</b>
<b>Shaneka Allen</b>	<b>Youth Voice-One Vision</b>
<b>Joanne Balliet</b>	<b>Southeast Area Coalition</b>
<b>Sue Bellinger</b>	<b>Azalea Neighborhood</b>
<b>Gary Bogue</b>	<b>Hickory N.U.T.S.</b>
<b>Bob Boyd</b>	<b>South Wedge Planning Committee</b>
<b>Abi and Winton Buddington</b>	<b>Swillburg Neighborhood</b>
<b>Zondrea Capps</b>	<b>Youth Voice-One Vision</b>
<b>Barb Case</b>	<b>Highland Park Neighborhood</b>
<b>Lt. Frank Churnetski</b>	<b>RPD, SE Neighborhood Service Center</b>
<b>Allison Clark</b>	<b>South Wedge Planning Committee</b>
<b>Harry Davis</b>	<b>South Avenue Recreation</b>
<b>Lisa Farrell</b>	<b>Highland Hospital</b>
<b>Bill Gerling</b>	<b>NYS Coalition of Property Owners and Businesses</b>
<b>David Halter</b>	<b>South Wedge Planning Committee</b>
<b>Amy Happ</b>	<b>University of Rochester</b>
<b>Kristina Heil</b>	<b>South Avenue Recreation</b>
<b>Helen Hogan</b>	<b>Southeast Area Coalition</b>
<b>Travawn Hopkins</b>	<b>Youth Voice-One Vision</b>
<b>Shannon Howard</b>	<b>Youth Voice-One Vision</b>

<b>COMMITTEE MEMBER</b>	<b>SECTOR AFFILIATION</b>
<b>Dan Hurley</b>	<b>Upper Mount Hope Neighborhood</b>
<b>Vessy Jivkova</b>	<b>South Wedge</b>
<b>Chris Jones</b>	<b>BASWA/Cypress Neighbors</b>
<b>Melanie Killian</b>	<b>South Avenue Recreation</b>
<b>Alicia Lamphron</b>	<b>Azalea Neighbors</b>
<b>Vern Lindberg</b>	<b>Lilac Neighbors</b>
<b>Ed Lindskoog</b>	<b>Highland Park Neighborhood</b>
<b>Gayle Lynch</b>	<b>Hickory N.U.T.S</b>
<b>Joe and Geri Arno Machado</b>	<b>May Street Block Club</b>
<b>Remy McClary</b>	<b>Rochester Police Department</b>
<b>Rose O’Keefe</b>	<b>South Wedge</b>
<b>John O’Neil</b>	<b>Azalea Neighborhood</b>
<b>Sue O’Neil</b>	<b>Friends of Mount Hope Cemetery</b>
<b>Destiny Parks</b>	<b>Youth Voice-One Vision</b>
<b>Devon Parks Jr.</b>	<b>Youth Voice-One Vision</b>
<b>Victoria Posner</b>	<b>Lilac Neighbors</b>
<b>Annie Pride</b>	<b>South Avenue Recreation</b>
<b>Bill Pritchard</b>	<b>City Council</b>
<b>Lisa Reagan</b>	<b>Cypress-Linden Neighbors</b>
<b>Allen Richards</b>	<b>Assemblywoman Susan Johns Office</b>
<b>Peter Saxe</b>	<b>SE Neighborhood Service Center</b>
<b>Sue Schickler</b>	<b>Upper Mt. Hope Neighborhood Association</b>
<b>Tony Sciarabba</b>	<b>South Wedge Planning Committee</b>
<b>Mary Shelsby</b>	<b>Lilac Neighbors</b>
<b>Rev. Deb Swift</b>	<b>South Presbyterian/St. Joseph’s Neighborhood Center</b>

<b>COMMITTEE MEMBER</b>	<b>SECTOR AFFILIATION</b>
<b>Eilleen Thomas</b>	<b>South Wedge Planning Committee</b>
<b>Mike Thompson</b>	<b>Highland Park Neighborhood</b>
<b>Paul Urai</b>	<b>Highland Park Neighborhood</b>
<b>Atasha Walker</b>	<b>South Avenue Recreation</b>
<b>Melanie Warren</b>	<b>Mt. Hope Merchants Association</b>
<b>Carlene Woodward</b>	<b>Highland Park Neighborhood</b>
<b>Kennedi Wright</b>	<b>Highland Park Neighborhood</b>



**Sector Six Visioning Session**



**May 12, 2008**



**Community members work on the Upper Mount Hope Ave. plan - June 21, 2008**

# Sector 6 Asset Inventory List

## Neighborhood Groups

<b>Averill Avenue Block Club</b>	<b>NBN Sector 6 Planning Committee</b>
<b>Azalea Neighbors</b>	<b>Pembroke Street Block Club</b>
<b>Cypress-Linden Neighbors</b>	<b>Rockingham East of Goodman Block Club</b>
<b>E.S.C.A.P.E. (Evolving South Clinton Places and Environment) Committee</b>	<b>Sanford Street Block Club</b>
<b>Hickory N.U.T.S.</b>	<b>Southeast Landlord Council</b>
<b>Highland Park Neighborhood Association</b>	<b>South Wedge Neighbors Council</b>
<b>Lilac Neighbors</b>	<b>Swillburg Neighborhood Association</b>
<b>Linden Block Club</b>	<b>Upper Mt. Hope Neighborhood Association</b>
<b>May Street Block Club</b>	<b>Upper Mt. Hope Avenue Task Force</b>

## Not-for-Profit Organizations

<b>ABVI/Goodwill</b>	<b>Housing Council</b>
<b>Al Sigi Center</b>	<b>Monroe County Sports Development Corp.</b>
<b>Arts &amp; Cultural Council for Greater Rochester*</b>	<b>Rochester Area Community Foundation*</b>
<b>Catholic Family Center</b>	<b>Southeast Area Coalition (SEAC)</b>
<b>DePaul</b>	<b>South Wedge Planning Committee (SWPC)</b>
<b>East House</b>	<b>United Way of Greater Rochester*</b>
<b>First Community Interfaith</b>	<b>Veterans Outreach Center</b>

## Business Community

<b>Advantage Federal Credit Union</b>	<b>Key Bank</b>
<b>Boulder Realty</b>	<b>Konar Properties</b>
<b>Business Assoc. of the South Wedge Area (BASWA)</b>	<b>Lilac Festival Promoter, Lilac Festival Inc.</b>
<b>Conifer Development</b>	<b>Mayzon Corporation – South View Towers</b>

<b>Citizens Bank Flaum Management</b>	<b>M&amp;T Bank</b>
<b>ESL Federal Credit Union</b>	<b>Mount Hope Business Association</b>
<b>Flower City Management</b>	<b>Rochester Gas and Electric</b>
<b>Frontier Telephone</b>	<b>South Clinton Merchants Associations (SCMA)</b>
<b>Genesee Co-op Federal Credit Union</b>	<b>South Wedge Farmers Market</b>
<b>German House – Maier Family Realty</b>	<b>Time Warner</b>
<b>HSBC Bank</b>	

### **Medical/Health Providers**

<b>Borg/IDE Radiology</b>	<b>Ronald McDonald House</b>
<b>Episcopal Senior Living (Episcopal Church Home)</b>	<b>St. Johns Home</b>
<b>Highland Hospital</b>	<b>St. Joseph’s Neighborhood Center</b>
<b>Lovejoy Family Medicine</b>	<b>Strong Health/ Strong Memorial Hospital</b>
<b>Monroe Community Hospital</b>	

### **Schools**

<b>Colgate Rochester Divinity School</b>	<b>Rochester City School District (RCSD) Schools #12, and #35</b>
<b>Cornell University – Cornell Cooperative Ext.</b>	<b>Rochester Institute of Technology*</b>
<b>McQuaid Jesuit Jr/Sr High School*</b>	<b>St. John Fisher College*</b>
<b>Monroe Community College*</b>	<b>School Without Walls (RCSD)*</b>
<b>Nazareth College*</b>	<b>School of the Arts (RCSD)*</b>
<b>P.T.G. or School Based Planning Team</b>	<b>University of Rochester</b>
<b>Rochester Childfirst Network (RCN)</b>	

### **Faith Communities/Churches**

<b>Artisan Church</b>	<b>Orthodox Church of St. John the Baptist</b>
<b>Baber AME*</b>	<b>Peace Lutheran Church</b>
<b>Calvary St. Andrew Church</b>	<b>St. Anne R.C. Church</b>
<b>Emmanuel Church of Jesus Apostolic Faith</b>	<b>St. Boniface R.C. Church</b>
<b>First Community Interfaith Institute</b>	<b>South Presbyterian Church</b>
<b>Greek Orthodox Church of the Holy Spirit</b>	

### Government Agencies

<b>Monroe County Office for the Aging</b>	<b>Mt. Hope Cemetery</b>
<b>Monroe County Representative</b>	<b>Southeast Neighborhood Service Center -NSC (formerly NET)</b>
<b>NY State Dept. of Transportation</b>	<b>Rochester City Council</b>
<b>Dept. of Recreation and Youth Services (DRYS) – South Avenue Recreation Center</b>	<b>Monroe County Parks Department</b>
<b>Monroe County Library System – Highland Branch – VISTA Literacy volunteer</b>	<b>NYS Division of Housing and Community Renewal</b>
<b>Dept. of Neighborhood and Business Development (NBD) –Planning and Zoning</b>	<b>Dept. of Neighborhood and Business Development – Business and Housing</b>
<b>Dept. of Neighborhood and Business Development –Inspection and Compliance</b>	

### Other Organizations/Interest Groups

<b>Erie Harbor Partnership</b>	<b>Local 118 Teamsters Union</b>
<b>Friends of Mt. Hope Cemetery</b>	<b>PAC TAC</b>
<b>Highland Park Conservancy</b>	<b>PCIC</b>

### Communication/Media Outlets

<b>City Newspaper*</b>	<b>R News &amp; other local television news*</b>
<b>Church Newsletters</b>	<b>SEAC Newsletter</b>
<b>Democrat &amp; Chronicle*</b>	<b>Wedge Newspaper</b>
<b>Local radio stations*</b>	<b>www.nbnsector6.org</b>
<b>Neighborhood Newsletters (Azalea, Lilac. Swillburg, Highland Park and Upper Mount Hope)</b>	<b>www.Southwedge.org</b>

### Community Plans

<b>South Clinton Avenue Charrette</b>	<b>Motor Lodge Charrette</b>
<b>South Wedge Environmental Enhancement Project (SWEEP)</b>	<b>Mt. Hope Community Design Workshop Report</b>
<b>South Wedge Revitalization Plan</b>	

\*Indicates resource located outside Sector Six area.



**NEIGHBORS BUILDING NEIGHBORHOODS (NBN5)  
SECTOR SIX ACTION PLAN**

**Neighborhoods: Azalea, Highland Park, Lilac, South Wedge, Swillburg, Upper Mount Hope**

<b>Issue/Opportunity</b>	<b>Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Implementing Partners</b>
<b>Public Safety</b>	<b>1. Increase communication and positive interaction between neighbors and public safety organizations.</b>	<b>1. Have Police come to Rec Centers and participate with students.</b>	<b>1. Rec Centers communicate activities to NSC and public service/safety providers.</b>  <b>2. Utilize PCIC meetings to communicate activities and opportunities with public service/safety providers.</b>  <b>3. Hold Public Safety carnival/open houses/communicate Police events to the neighborhood.</b>	<b>LEAD: Sector</b> <b>SUPPORT: Police, DRYS, NSC</b> <b>COMMUNITY RESOURCE: Neighborhood Groups</b>  <b>LEAD: Sector</b> <b>SUPPORT: DRYS</b> <b>COMMUNITY RESOURCE: Neighborhood Groups</b>  <b>LEAD: Sector</b> <b>SUPPORT: Police, DRYS, NSC</b> <b>COMMUNITY RESOURCE: Neighborhood Groups</b>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Public Safety</b></p>		<p><b>2. Increase the Public Safety interactions with children.</b></p>	<p><b>1. Invite Police and Fire representatives to make career presentations to schools and rec centers.</b></p> <p><b>2. Educate families about making homes safe through rec centers and neighborhood events (block parties).</b></p> <p><b>3. Promote the establishment of a Police Explorer program with the Boy Scouts of America.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: Police, Fire, DRYS</b>  <b>COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: Police</b>  <b>COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: Police</b>  <b>COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p>
		<p><b>3. Provide opportunities for Neighborhood presentations and involvement regarding public safety.</b></p>	<p><b>1. Create opportunities for neighborhood leaders to ‘Ride along’ with public safety officers to better understand their neighborhoods.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: Police</b>  <b>COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety			<p><b>2. Teach how to keep your person and homes safe at the block club level. Police – Fire.</b></p>	<p><b>LEAD: Sector</b> <b>SUPPORT: Police, Fire</b> <b>COMMUNITY RESOURCE: Neighborhood groups</b></p>
			<p><b>3. Promote neighborhood watch mindset through block parties and block clubs with Police and Fire support.</b></p>	<p><b>LEAD: Sector</b> <b>SUPPORT: Police, Fire</b> <b>COMMUNITY RESOURCE: SEAC, SWPC</b></p>
			<p><b>4. Encourage the establishment of Neighborhood police foot patrols.</b></p>	<p><b>LEAD: Sector</b> <b>COMMUNITY RESOURCE: Neighborhood Groups</b></p>
Economic Development	<p><b>2. Increase commercial activity that meets the needs of the neighborhood within each of Sector Six’s vibrant urban centers.</b></p>	<p><b>1. Develop a joint City/neighborhood process that incorporates significant community input to identify commercial and economic development issues within Sector Six.</b></p>	<p><b>1. Update the baseline 2005 Sector Six Market Study done by SWPC in partnership with BASWA, SCMA and SEAC.</b></p>	<p><b>LEAD: Sector</b> <b>SUPPORT: NBD</b> <b>COMMUNITY RESOURCE: SEAC, SWPC, BASWA, SCMA</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Economic Development</b></p>		<p><b>2. Create vibrant commercial centers within Sector Six.</b></p>	<p><b>2. Identify, collect and analyze other sources of local, state and national data on community-based economic development.</b></p> <p><b>1. Identify partnerships and business networks interested in the development of each commercial center.</b></p> <p><b>2. Implement targeted business recruitment based on information from the updated Sector Six Market Study and other identified sources of data.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, SUNY Geneseo, Neighborhood groups</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p> <p><b>LEAD: Sector</b>  <b>COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Economic Development</b></p>		<p><b>3. Foster effective communications among all stakeholders.</b></p>	<p><b>3. Identify and market destinations in each Sector Six commercial center. Business destinations; Entertainment destinations; and Public spaces (e.g., parks, playgrounds, cultural resources)</b></p> <p><b>1. Increase the clarity, frequency and timeliness of communications between the City's Economic Development Departments and Sector Six neighborhood and business groups so that residents and stakeholders are advised in economic development decision-making from the start.</b></p> <p><b>2. Include economic development-related information from the City in neighborhood based communications (e.g., newsletters, websites)</b></p>	<p><b>LEAD: Sector</b> <b>SUPPORT: NBD</b> <b>COMMUNITY</b> <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: NBD</b> <b>COMMUNITY</b> <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: NBD</b> <b>COMMUNITY</b> <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Economic Development</b></p>			<p><b>3. Share news, events and information across neighborhoods by broader distribution of newsletters.</b></p> <p><b>4. Link current neighborhood and organization websites so that sharing of information across neighborhoods is available electronically as well as in print.</b></p> <p><b>5. Develop methods by which important economic and community development information (e.g., notices of meeting or hearings) can be distributed quickly and efficiently.</b></p>	<p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood groups</b></p> <p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood groups</b></p> <p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, BASWA, Mt. Hope BA, SCMA, Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Housing</b></p>	<p><b>3. Improve the appearance and value of properties within Sector Six neighborhoods by encouraging all residents and property owners to be good neighbors who care for their properties and are respectful of their communities.</b></p>	<p><b>1. The City, the Neighborhood Service Center (NCS) and representative community groups partner with property owners and tenants to ensure that housing in Sector Six is safe, affordable and well-maintained.</b></p>	<p><b>1. Develop recognition programs for property owners who do an exceptional job of maintaining their properties. Certificates, plaques and public recognition are some options to consider using.</b></p> <p><b>2. Create financial incentives for landlords to maintain their properties. Identify positive incentives such as grants and lower-cost loans, as well as using the current code enforcement system.</b></p> <p><b>3. Increase the clarity and frequency of communication between the City/NCS/community groups and property owners about neighborhood and City standards/expectations for property maintenance.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: DRYS, NSC</b>  <b>COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood Groups</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>COMMUNITY RESOURCE: NeighborWorks Rochester</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: NSC</b>  <b>COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood Groups, NBN Sector 6</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Housing</b></p>	<p><b>4. Increase the ability of Sector Six residents and stakeholders to be pro-active in the planning process around community land-use issues.</b></p>	<p><b>1. Develop a mechanism to identify anticipated and potential land use issues and to ensure that neighborhoods in Sector Six have significant input into the decision-making, design and implementation of identified land-use issues.</b></p>	<p><b>1. Within Sector 6, the sector will inventory potential development sites and locations where there is a potential for significant changes to land-use.</b></p> <p><b>2. Identify ways to increase the clarity, frequency and timeliness of communications between the City (e.g., the Economic Development and Community Development Departments) and Sector Six neighborhood groups so that residents and stakeholders are involved in the development/land use decision-making from the start.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood Groups, Business Associations</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood Groups, Business Associations</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
			<p><b>3. Identify which potential sites from Activity 4.1.1 and projects would benefit from a charrette and take steps to facilitate such charrettes.</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: NBD</b>  <b>COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood Groups, Business Associations</b></p>
<p><b>Community Organizing</b></p>	<p><b>5. Expand opportunities for participation and joining in community organizations.</b></p>	<p><b>1. Create youth/adult partnerships.</b></p>	<p><b>1. Establish group activities at neighborhood/community meetings/interactions that interest youth.</b></p> <p><b>2. Create service credit hours for service to community groups; coordinate with the school district.</b></p> <p><b>3. Create a youth of the month in each neighborhood or sector. Create a contest with incentives such as prizes and special recognition</b></p>	<p><b>LEAD: Sector</b>  <b>SUPPORT: DRYS</b>  <b>COMMUNITY RESOURCE: RCSD, Boy/Girl Scouts, Youth Organizations</b></p> <p><b>LEAD: Sector</b>  <b>COMMUNITY RESOURCE: SEAC, SWPC, Boy/Girl Scouts, Youth Organizations</b></p> <p><b>LEAD: Sector</b>  <b>SUPPORT: DRYS</b>  <b>COMMUNITY RESOURCE: Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Community Organizing</b></p>		<p><b>2. Neighborhood associations and block clubs conduct individual neighborhood outreach to increase involvement in activities.</b></p> <p><b>3. Reach out and recruit renters and students to increase participation in Sector, Neighborhood or Block Club.</b></p>	<p><b>1. Conduct door to door outreach.</b></p> <p><b>2. Start up/create new Block Clubs.</b></p> <p><b>3. Re-energize current block clubs.</b></p> <p><b>1. Create a survey to find out the interests and opinions of renters and students. Find out what they think about their neighborhood, what they like to see, what would make them participate more.</b></p>	<p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: Neighborhood groups; NBN Sector 6, Area businesses</b></p> <p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: Neighborhood groups , NBN Sector 6</b></p> <p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p> <p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: Neighborhood groups, Area businesses, Coalition of NYS Property Owners, Schools and Universities</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Community Organizing</b></p>		<p><b>4. Promote neighborhood events and create “how to” guides and best practices to share with other groups.</b></p>	<p><b>2. Close down the street and hold Block parties to help engage neighbors and inform them of the activities, projects and events of the neighborhood association or block club.</b></p> <p><b>3. Create group projects like clean sweep or planting a garden so that neighbors feel ownership in the association or block club and can see immediate results of their work. Use this project as a team building activity.</b></p> <p><b>1. Survey the community to identify ‘Best Practice’ categories that are of interest.</b></p> <p><b>2. Create a ‘Best Practice’ section on the Sector website.</b></p>	<p><b>LEAD: Sector COMMUNITY</b> <b>RESOURCE: Neighborhood groups</b></p> <p><b>LEAD: Sector COMMUNITY</b> <b>RESOURCE: Neighborhood groups</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: NBD COMMUNITY</b> <b>RESOURCE: Neighborhood groups, NBN Sector 6</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: NBD COMMUNITY</b> <b>RESOURCE: Neighborhood groups, NBN Sector 6</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Youth and Education</b></p>	<p><b>6. Provide positive and plentiful opportunities for youth involvement with residents, businesses and community agencies in Sector Six.</b></p>	<p><b>1. Provide recreational venues for youth of all ages in sector schools and recreation centers to engage them in healthy constructive activities.</b></p> <p><b>2. Provide professional and entrepreneurial opportunities to engage Sector Six youth.</b></p>	<p><b>1. Set up volunteer run interactive arcades (wii) at recreation venues to combine physical activity with preferred electronic games.</b></p> <p><b>2. Set up age-appropriate boys and girls intramural sports leagues at recreation venues.</b></p> <p><b>3. Use community incentives such as freebies, ice cream and discounts to attract youth and volunteers to recreation programs.</b></p> <p><b>1. Offer volunteer led babysitting, lifeguard, and other skills courses to increase youth marketability.</b></p>	<p><b>LEAD: Sector</b> <b>SUPPORT: DRYS</b> <b>COMMUNITY</b> <b>RESOURCE:</b> <b>Neighborhood groups,</b> <b>Business Associations</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: DRYS</b> <b>COMMUNITY</b> <b>RESOURCE:</b> <b>Neighborhood groups</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: DRYS</b> <b>COMMUNITY</b> <b>RESOURCE:</b> <b>Neighborhood groups,</b> <b>Business Associations</b></p> <p><b>LEAD: Sector</b> <b>SUPPORT: DRYS</b> <b>COMMUNITY</b> <b>RESOURCE:</b> <b>Neighborhood groups,</b> <b>Business Associations</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p><b>Youth and Education</b></p>		<p><b>3. Provide opportunities for youth involvement in community organizing and planning in Sector Six neighborhoods.</b></p>	<p><b>2. Community agencies allow kids to come in and observe, job shadow and improve professional awareness.</b></p>	<p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC</b></p>
			<p><b>3. Engage with Urban League of Rochester (Business Development Division), Genesee Co-op Federal Credit Union Microenterprise Development Program and Young Entrepreneurs Academy at University of Rochester to sponsor/develop entrepreneur programs for sector youth.</b></p>	<p><b>LEAD: Sector COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p>
			<p><b>1. Invite youth to neighborhood association meetings to grow adult/youth dialogue regarding youth needs and neighborhood needs.</b></p>	<p><b>Lead: Sector</b>  <b>Support: NBD, NSC, DRYS</b>  <b>COMMUNITY</b>  <b>RESOURCE: Neighborhood groups</b></p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<b>Youth and Education</b>			<b>2. Involving youth in planning neighborhood social events such as potlucks, ice cream socials, etc</b>	<b>Lead: Sector Support: DRYS COMMUNITY RESOURCE: Neighborhood Associations</b>
<b>Green Community</b>	<b>7. Increase Green initiatives in Sector Six.</b>	<b>1. Educate community members about appropriate recycling and green opportunities</b>	<b>1. Distribute recycling refrigerator magnets.</b>  <b>2. Put recycling information in neighborhood newsletters.</b>  <b>3. Have a ‘Green Page’ on the Sector Six website.</b>	<b>Lead: Sector Support: DES COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</b>  <b>Lead: Sector Support: DES COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6. Business Associations</b>  <b>Lead: Sector Support: COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</b>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community		<p>2. Identify opportunities for green initiatives (projects).</p> <p>3. Provide opportunities for reduction of auto use.</p>	<p>4. Include “Green” in the State of the Sector meeting.</p> <p>5. Promote Home Energy Audits and evaluations.</p> <p>6. Get people to use reusable shopping bags.</p> <p>1. Pursue Sector Six/neighborhood grants for green projects.</p> <p>1. Increase availability of non-metal bike racks and biking infrastructure.</p>	<p>Lead: Sector Support: DES COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</p> <p>Lead: Sector COMMUNITY RESOURCE: SEAC, SWPC</p> <p>Lead: Sector COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6, Business Associations</p> <p>Lead: Sector Support: DES COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</p> <p>Lead: Sector Support: DES COMMUNITY RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
		<p><b>4. Advocate for Green initiatives with the City.</b></p>	<p><b>2. Develop shopping car-pools.</b></p> <p><b>1. NBN6-advocate for green consideration in building projects.</b></p> <p><b>2. Green spokesperson speaking out at City Council Consideration – mailings; phone calls.</b></p>	<p><b>Lead: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</b></p> <p><b>Lead: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</b></p> <p><b>Lead: Sector COMMUNITY</b>  <b>RESOURCE: SEAC, SWPC, Neighborhood groups, NBN Sector 6</b></p>

**Land Use – See Upper Mount Hope Plan Recommendations – Upper Mount Hope Task Force**

Graphic from the Mount Hope Avenue Moratorium Report

### Streetscape Character

Image by UrbanArchitecture

### Building Character

August 2008

# Community Design Plan

Mount Hope Avenue Revitalization Plan      A "College Town" Vision

Draft